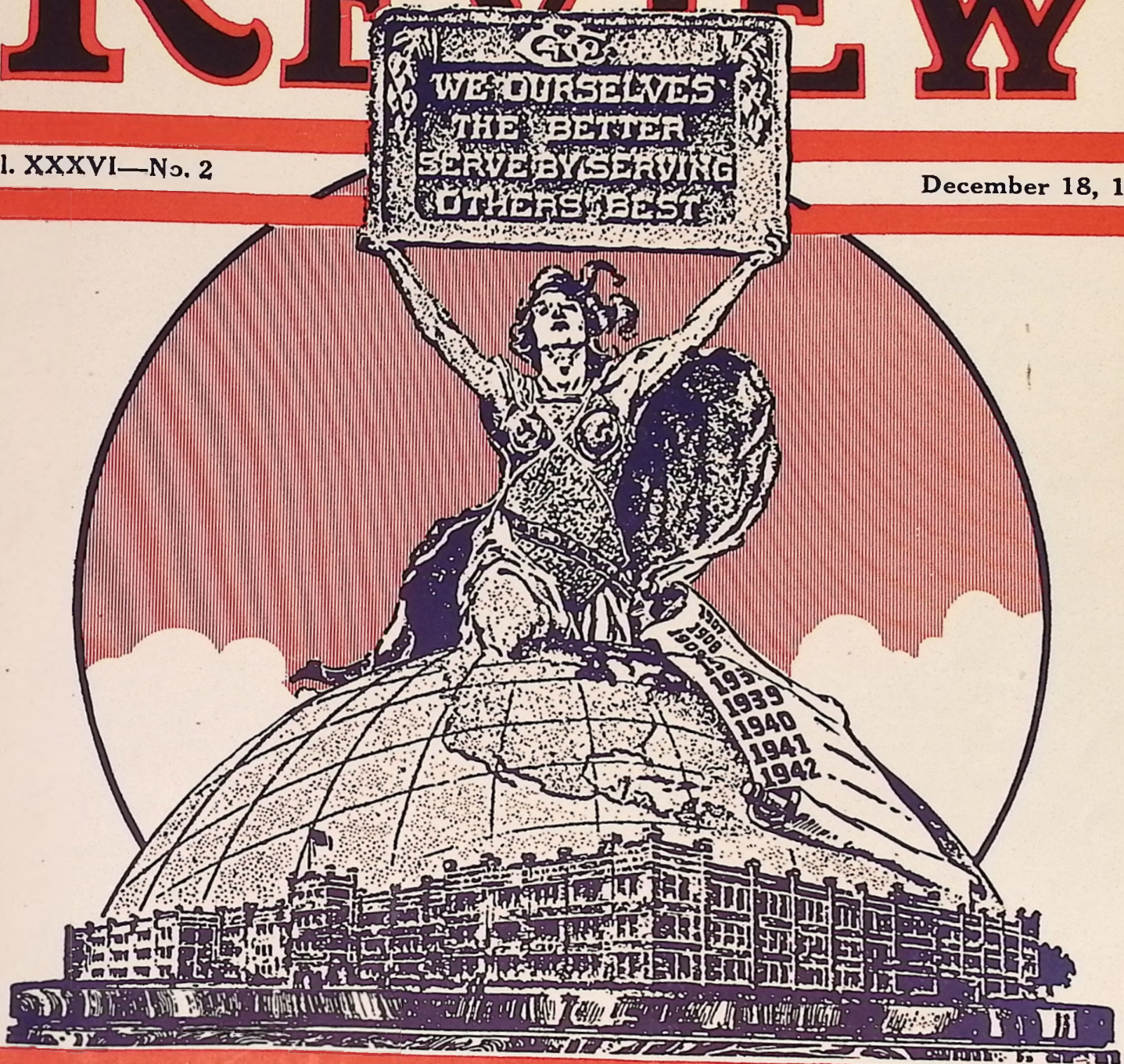


# THE REVIEW

Vol. XXXVI—No. 2

December 18, 1941



## In Forty-Two — It's Up to You!

And the relentless god of the eternal  
fitness of things demands that a sales-  
man shall keep himself fit —  
Mentally, Physically and Spiritually



# YOUTH

(Thanks to George Hayden Maloney)

Youth is not a time of life—it is a state of mind. It is not a matter of ripe cheeks, red lips and supple knees. It is a temper of the will, a quality of the imagination, a vigor of the emotions. It is a freshness of the deep springs of life. Youth means a temperamental predominance of courage over timidity, of the appetite for adventure over love of ease; this often exists in a man of fifty, more than in a boy of twenty. Nobody grows old by merely living a number of years. People grow old only by deserting their ideals. Years wrinkle the skin, but to give up enthusiasm wrinkles the soul. Worry, doubt, self-distrust, fear and despair—these are the long, long years that bow the head and turn the growing spirit back to dust. Whether seventy or seventeen, there is in every being's heart the love of wonder, the sweet amazement at the stars and the starlike things and thoughts; the undaunted challenge of events; the unfailing child-like appetite for what next, and the joy of the game of life. You are as young as your faith, as old as your doubt, as young as your self-confidence, as old as your fear, as young as your hope, as old as your despair. In the central place of your heart, there is a wireless station; as long as it receives messages of beauty, hope cheer, courage, grandeur and power from the earth, from men and from the Infinite, so long are you young. When the wires are all down, and all the central place of your heart is covered with the snows of pessimism and the ice of cynicism, then you have grown old indeed, and may God have mercy on your soul.



# The REVIEW



*Published Weekly*  
by and for the Sales Department of  
**The Gerlach Barklow Co.**  
**THE ULTIMATE OF ART IN ADVERTISING**

XXXVI

JOLIET, ILLINOIS, DECEMBER 18, 1941

No. 2

## **“ ..... By Serving Others Best ”**

Let us here and now highly resolve that throughout the year that lies ahead we will acquit ourselves as men; let us keep alive in our breasts that spark of celestial fire which was kindled at the Conventions; let us live up to the hopes and expectations of those who love and trust us.

And let us keep in mind that the business men and women who are our clients and our potential clients, are human beings just as you and I; that they have their trials, their joys, their sorrows, and their triumphs even as you and I. Let us make a real effort to help these men and women by rendering to them a service which is just a little better, a little more human, a little more real, than they have ever known before.

This message comes to you from me via the St. Louis convention. I was inspired with Jim's and Ernie's reports on the response of the California group and their studiousness and careful attention to the convention meetings. I was indeed inspired by the same desire to learn, the same careful attention, and the enthusiastic response in the convention of the St. Louis group. I know I will get the same inspiration at the Cincinnati and New York meetings.

You are men of courage, faith and the will to win. Your good will product, featuring pictures, is one of the greatest things in the world



today. Might as well shut off music and sermons as to do without pictures and the promotion of good will.

You gave your time to the conventions, which represents your dollars; the company matched that with time and dollars, to enable you to be rejuvenated with old and tested ideas presented in a new dress, with new selling points, with new lines, with the courage and conviction that the work you have done and will do during the ensuing year is vital to the American Defense Program because it has much to do with the mental attitude of not only business but the public at large.

You will hear much said and see much written about the possibilities in 1942. They are tremendous but it is my notion that it is what you do today and tomorrow and the coming days between now and December 26th that will determine your future success.

Use these next seven valuable days well. Plan your work and work your plan to the best of your ability for

**A BIG OPENING DAY, FRIDAY, DECEMBER 26th.**

**A BIG FIRST THREE DAYS, DECEMBER 26th, 27th and 29th.**

**A BIG FIRST WEEK.**

**A BIG FIRST MONTH IN JANUARY.**

To you new members, I hope we have given you a real impression of what Gerlach-Barklow stands for, I hope we have given you real ideas on our product and what it will do, and what you can do with it. Remember that what you can do is wrapped right up in your own personality. I hope we may prove ourselves worthy of your decision to become a part of this great family.

On Christmas Day at twelve noon, wherever we may be, let's stop and think for three, four or five minutes of our job and the wonderful opportunity we have in the year ahead. I'll do it, will you?

Thanks for everything and in the words of Tiny Tim, "God Bless Us Every One."

*J. Mackey*



## **SHOW!—DON'T ARGUE**

### **A Salesman May Win An Argument and Yet Lose the Sale**

Many buyers are going to tell you it's too early. That's one of the oldest alibis in the calendar business and it's human nature for buyers to use it. Don't you believe it. There will be more calendars sold on Friday, December 26th, than on any other day in the past ten years. If you accept the prospective customer's alibis you are certain to find upon your subsequent trip that some aggressive competitor has beaten you to the order and you have thrown away your opportunity.

"WHY SHOULD I BUY IN JANUARY?" is a question which will frequently be asked of you by men who want to put off making a buying decision. The answer to this question is very simple. Instead of wasting time arguing or debating the subject, just get your sample case open and you'll find that ONE PICTURE IS WORTH TEN THOUSAND WORDS.

Remember this fact—the man who buys on opening day doesn't have to pay for his calendars one bit sooner than does the man who buys just a couple of weeks before Christmas; therefore he gains nothing by putting you off.

By buying early, he gets his choice of subjects from the finest exclusive calendar line in the field.

He gets the matter settled once and for all the year and doesn't have to spend time looking at other lines all through the year.

By buying early from the Gerlach-Barklow salesman, the buyer has the assurance of an exclusive subject from the world's finest line and knows that his subject will be his trademark in his line or in his trade area for the year to come.

There is certain to be a big demand for calendars this coming year and it's good business for the advertiser to make sure of his preferred subject by making his selection early as many of the fine subjects in the Gerlach-Barklow line will not be available unless bought early.

The very buyer who tells you "too early" in January is just as sure to tell you "too late" in February or March. Remember—it's never too early, but it's tragically often too late for the weak salesman.

JAMES R. TALCOTT



# SUMMARY OF EARLY CONTESTS

## 1942 SEASON



### THE EARLY BIRD CONTEST

The ten weeks' Early Bird Contest will start December 26th, 1941, and run to February 28th, 1942. Twenty-five cash prizes will be awarded.

Prizes will be awarded for performance, based on volume of business and number of orders. We have divided the sales force into two classes, Seniors and Juniors. Seniors are those who have represented the Gerlach-Barklow Company prior to December 26th, 1940, or who have had previous calendar selling experience. Juniors are those who have joined our organization since December 26th, 1940, who have not had previous calendar selling experience.



	POINTS
VOLUME .....	75
NUMBER OF ORDERS .....	25

There will be prizes awarded to the 20 highest ranking Seniors and five highest ranking Juniors, as follows:

#### SENIORS

First Prize .....	\$100.00	Twelfth Prize .....	\$15.00
Second Prize .....	75.00	Thirteenth Prize .....	15.00
Third Prize .....	50.00	Fourteenth Prize .....	15.00
Fourth Prize .....	45.00	Fifteenth Prize .....	15.00
Fifth Prize .....	40.00	Sixteenth Prize .....	10.00
Sixth Prize .....	35.00	Seventeenth Prize .....	10.00
Seventh Prize .....	30.00	Eighteenth Prize .....	10.00
Eighth Prize .....	25.00	Nineteenth Prize .....	10.00
Ninth Prize .....	25.00	Twentieth Prize .....	10.00
Tenth Prize .....	20.00		
Eleventh Prize .....	20.00	Total .....	\$575.00

#### JUNIORS

First Prize .....	\$50.00	Fourth Prize .....	\$20.00
Second Prize .....	40.00	Fifth Prize .....	10.00
Third Prize .....	30.00		
		Total .....	\$150.00

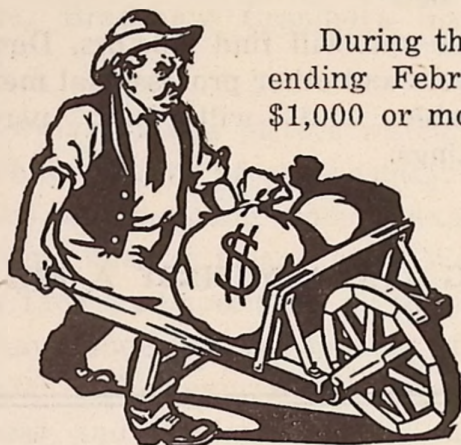


The following rules will govern the Early Bird Contest:

Contest begins Friday, December 26th, and ends Saturday, February 28th. No business received in envelopes postmarked later than February 28th will be counted. Reports must be mailed daily or not less than semi-weekly. Only complete orders ready for manufacturing will be counted. Low-priced commercial specials will not be counted.



## THE THOUSAND DOLLAR CLUB



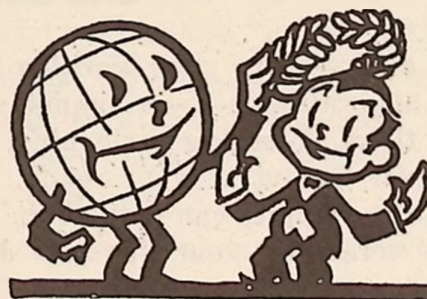
During the ten weeks starting December 26th and ending February 28th every salesman who writes \$1,000 or more in a single week becomes a member of the \$1,000 Club and will receive a suitable prize to be selected and announced later.

A cash prize of \$5.00 will be given for each additional \$1,000 week. The first two opening days, December 26th and 27th, will be considered a sales week.



## THE PRESIDENT'S AWARD

For every salesman who has a perfect score for business every day from December 26th until January 31st, there will be a personal award from Mac of a new hat (\$5.00).



## THE ORANGE QUOTA



Every salesman will be assigned a quota for the ten-week period from December 26th to February 28th, and those who cover their quota will receive a case of citrus fruits from the Gerlach groves at Babson Park, Florida.



## HERE'S HOW TO HAVE A HAPPY NEW YEAR

New Year's Day is not a holiday in this business of yours and ours. If you are working in a town where banks and other business institutions are closed, remember that many executives can be dated up in advance, the really busy men often expressing their appreciation for the privilege of being able to look at the line without interruption.

You'll find contractors at their offices at some part of the day but it's wise to arrange a meeting in advance.

Druggists, Florists, Taxicab Companies, Express and Cartage concerns, Hotel men, Funeral Directors, Service Stations, Restaurants, Bakeries, Dairies and others, will be found open for business as usual, and the Plumber is an extra good bet.

Also you will find Doctors, Dentists, Lawyers and other professional men are available and will buy personal greetings.

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**START THE NEW YEAR RIGHT BY MAKING JANUARY FIRST A BIG DAY**

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## KEEP YOUR SAMPLES WITH YOU ALWAYS

**DON'T CHECK YOUR CASE AND DON'T LEAVE YOUR SAMPLES IN YOUR CAR UNLESS IT IS LOCKED.**

Your samples are your working tools—they are valuable—you cannot work without them. Working or sleeping, they must never be out of your reach. The loss of your samples can easily ruin your year by wrecking your January drive.

Some Juniors do not fully realize the importance of this and have checked their samples on their R. R. tickets. The sample cases were mislaid or put off at the wrong station and their hopes of success went with the samples.

Don't leave your samples in the hotel lobby. Keep them in your room. Don't

take chances having them stolen, as has happened.

If you are working in an automobile don't leave your samples in your car unless you lock the car. Men have had their sample cases stolen from cars with consequent loss of time—our most precious possession. After you have finished your day's work, rearrange your sample case, so you will be well prepared for tomorrow.

Be sure your samples are fresh and clean. You cannot hope to make a favorable impression on your prospect if you present battered samples.



## "SPIRIT OF LIBERTY"

Liberty and Freedom have been watchwords of America from the beginning. Our country was settled and built by liberty-loving pioneers. These facts are strikingly and beautifully symbolized in the new "Spirit of Liberty" picture, Bradshaw Crandell's masterpiece.

As we study this picture we can see the whole history of our country. We see this strong young woman standing for all our country means to us. We see in her face a composite of all the races that have gone into the making of our republic. In her expression we see that kindness and sentiment which makes our country the Great Heart to which the oppressed of all lands long to come, and to which the world in the hour of distress has never turned in vain.

We see her symbolizing the American Way of Life—the "way" which had its far-off origin in that love of liberty which brought the Pilgrims to Plymouth, there to found their Colony on the principle that the people had the right and power to make the laws under which they must live. That principle later led the embattled farmers at Lexington to fire the shot heard round the world; it steeled the Continental Congress to declare that these United Colonies ought to be free and independent States; it stood with Washington at Valley Forge and triumphed with him at Yorktown; it showed the Founding Fathers how to

frame the Constitution which secured the blessings of liberty to themselves and their posterity.

The spirit of liberty back of the American way of life has stood every test to which it has been subjected since that Constitution made our country a federation of free and independent UNITED States. Its "blessings of liberty" have included freedom of individual initiative and opportunity; right to private property; freedom of religion; equal suffrage; equal justice under the law. All of these are freedoms enjoyed in no other country as freely as they are here. All are rights and privileges which we as their heirs from our pioneer forefathers are too apt to take as commonplace—seldom stopping to think at what cost they have been won and maintained.

A picture like the "Spirit of Liberty" will inspire the true American to a better appreciation of these privileges. He will sense anew and with renewing pride what it MEANS for him to be a free American in a free land of liberty, in a world where liberty and freedom are being threatened and extinguished as never before.

Present "Spirit of Liberty" with thoughts along these lines—emphasizing by allusions to American history the obvious AMERICANISM of this glorious symbol of American love of liberty—and it will help close sales on this great patriotic subject.



## SLOGANS AND COPY SUGGESTIONS TO HELP YOU SELL THE 1943 LINE

BEAR US IN MIND WHEN YOU WANT THE BEST.  
Sell to any line of business with "THE BEE TREE."

MEET ONE OF OUR SATISFIED CUSTOMERS.  
Sell to any line of business with "BIRDS OF A FEATHER."

WE SPECIALIZE IN HAPPY BUSINESS RELATIONS.  
Sell to any line of business with "BLOSSOM-TIME IS BLUE-BIRD  
TIME."

HALF A CENTURY OF SATISFACTORY SERVICE TO OUR COMMUNITY.  
Sell to any old established business with "CASTLE BRIDGE."

A DOG GONE GOOD PLACE TO TRADE.  
Sell to any line of business with "COME ON, PAL."

PLAY SAFE! WE SELL ONLY THE BEST.  
Sell to any line of business with "THE COP ON THE CORNER."

WE'LL GO A LONG WAY TO SERVE YOU.  
Sell to any line of business with "THE COUNTRY DOCTOR."  
HANDS — THE MIRRORS OF AGE — LET US KEEP THEM BEAUTIFUL.  
Sell to Laundries, Washing Machine Dealers, etc., with  
"DIVINELY FAIR."

SERVICE IS NOT OUR MOTTO; IT'S OUR BUSINESS.  
Sell to any line of business with "THOMAS ALVA EDISON."  
QUALITY THAT IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN.  
Sell to any line of business with "THE ETERNAL QUESTION."

FOR THEIR SAKE, BE SURE. INSURE IN SURE INSURANCE.  
Sell to many lines of business with "EVERYBODY SING."

OUR SERVICE MAKES FRIENDS OF CUSTOMERS AND CUSTOMERS  
OF FRIENDS.  
Sell to any line of business with "FOR FRIENDSHIP'S SAKE."

DEPENDABLE SERVICE FOR OVER A QUARTER OF A CENTURY.  
Sell to any old established business with "FRIEND TO ALL  
MANKIND."

NEW HEIGHTS OF QUALITY AND SERVICE.  
Sell to any line of business with "GATEWAY TO MOUNTAINS."

SERVICE WITH A SMILE.  
Sell to any line of business with "GOOD MORNING."

PRESENTED IN THE CAUSE OF NATIONAL DEFENSE  
Sell to ALL lines of business with "THE GOOD OLD U. S. A."

BUILDERS OF BEAUTIFUL BODIES.  
Sell to Auto Body Companies with "THE GREEN HAT."

YOUR HOME SHOULD COME FIRST.  
Sell to Real Estate Companies, Home Loan Companies and Furniture  
Companies on "HAVEN OF HAPPINESS."



IF YOU'RE HUNTING FOR QUALITY, CALL US.

Sell to any line of business with "A HUNTER'S DREAM."

ESTABLISHED WHEN MAIN STREET WAS AN INDIAN TRAIL.

Sell to any old established business with "IN A FOREST GLADE."

WHERE EACH CUSTOMER BECOMES A FRIEND.

Sell to almost any line of business with "JEANIE."

EVERY TIME WE MAKE A FRIEND, WE GROW A LITTLE.

Sell to any line of business with "LET'S BE FRIENDS."

WHEN YOU HELP YOUR COUNTRY, YOU HELP YOURSELF.

Sell to any line of business with "LET'S GO!"

THERE'S NO PLACE LIKE HOME, AND THERE'S NO PLACE LIKE THE FIRST  
NATIONAL BANK FOR A HOME LOAN.

Sell to a Bank or Trust Company with "A LIGHT IN THE WINDOW."

LET US KEEP YOUR HOME FIRES BURNING.

Sell to a Coal Dealer with "A LIGHT IN THE WINDOW."

MILK IS TO HEALTH AS HEALTH IS TO HAPPINESS.

Sell to a Dairy with "LOOK PLEASANT."

GROWING BY SERVING.

Sell to young business concerns with "NOBODY LOVES ME."

GOOD OLDTIME QUALITY AND SERVICE.

Sell to any line of business with "A NORMAN VILLAGE."

OUR SUCCESS IS IN DOING A COMMON THING UNCOMMONLY WELL.

Sell to any line of business with "THE OLD SEA CAPTAIN."

BRING YOUR HOUSING PROBLEM TO US.

Sell to Real Estate Agency with "ONE BIG HAPPY FAMILY."

WHERE YOUR PATRONAGE IS APPRECIATED.

Sell to any line of business with "POLLY'S PARADISE."

OUR CONTRIBUTION TO THE SAFETY OF CHILDREN.

Sell to any line of business with "SPANKY'S SAFETY PATROL."

SPONSORED IN THE INTEREST OF AMERICAN PATRIOTISM.

Sell to any line of business with "SPIRIT OF AMERICA."

WE OURSELVES THE BETTER SERVE, BY SERVING OTHERS BEST.

Sell to any line of business with "SPIRIT OF LIBERTY."

ALWAYS ON THE LOOKOUT TO SERVE YOU BETTER.

Sell to any line of business with "SWEETHEART OF THE RANGE"

AT YOUR SERVICE ALWAYS AND ALL WAYS.

Sell to most lines of business with "TELL IT TO THE MARINES."

BIG ENOUGH TO SERVE YOU, NOT TOO BIG TO KNOW YOU.

Sell on all lines of business with "A TEN-STRIKE."

SPONSORED IN THE INTEREST OF AMERICAN YOUTH

Sell to any public spirited concern with "PRICELESS HERITAGE."

WE APPRECIATE YOUR PATRONAGE, AND WE SAY IT WITH FLOWERS.

Sell to any line of business with "WHEN ROMANCE COMES."

WE'LL GO A LONG WAY TO SERVE YOU.

Sell to any line of business with "THE WORLD IS MINE."



## MAKING WORK A GLORY INSTEAD OF A GRIND



There is a fascination about selling the Gerlach-Barklow line that is rarely found in any other commercial enterprises. You, the salesman, are in business. Your territory is yours exclusively just as your store or shop would be. We supply not only the merchandise without financial investment on your part, but we also supply the capital that is back of your business, we take the credit risks, wait till goods are shipped before we get our money, while you, as soon as you have made a bonafide sale, take your profits in the form of your commission.

### YOUR OWN INVESTMENT IS IMPORTANT

Your investment consists in the time, the effort, the initiative, the ideas which you put into your business. Your success will be great or small, just in proportion to your investment.

The fact that this is virtually your own business; the fact that you are dealing in friendliness and good will—that you are helping humanity to more sublime heights of achievement—the further fact that you are dealing in a commodity of extreme beauty and interest—all these might naturally lead one to believe that the work would be sufficiently interesting to require no promotion of interest on our part.

### THE SPIRIT OF ACHIEVEMENT A POWER FOR PROGRESS

Lowell tells us that in ancient days even the walls of the temples had golden nails upon which to hang the trophies. Be that as it may, there's a something in the heart of every red-blooded man that impels him to seek contests with his

fellows; it always has been so and we hope it always will be.

And so, away back at the beginning of his successful career. Mr. Gerlach instituted sales contests which not only lend added interest to the greatest game in all the world—the game of selling—but also make it possible for those who possess the spirit of adventure to bring home, as did the knights of old, trophies of their achievement.

At various times throughout the year, short-time contests are inaugurated to give added interest and added earning power to your work.

We will talk of these other contests in later issues of REVIEW. Right now we urge every salesman to enter wholeheartedly into the Orange Quota Contest. This carries as the prize for making quota during January, a box of Citrus Fruits from Babson Park, Florida.

And while you are trying for this prize, your points are at the same time applying upon the cash prize contest for the first of the early periods. This contest—as is the case with practically all of our contests, is based upon a system of points which make the contests open to the novice as well as to the veteran, and with an equal opportunity of winning.

There is an old saying in this business :  
AS GOES OPENING DAY, SO GOES  
JANUARY

AND AS GOES JANUARY, SO GOES  
THE YEAR.

Let us all highly resolve to make opening day and opening week and opening month the kind of days and weeks and months we hope to report all through the year.



## **YOUR HOUR OF TRIUMPH!**

REGARDLESS OF WHERE YOU ARE, OR WHATEVER OTHER INSTRUCTIONS YOU MAY RECEIVE, BE SURE TO WIRE US ON FRIDAY NIGHT, DEC. 26TH.

WE'LL ALL BE HERE, WAITING TO HEAR THE GOOD NEWS AND WE WANT YOUR WIRE REPORT TO TELL A THRILLING STORY OF BATTLES FOUGHT AND VICTORIES WON ON OPENING DAY.

You have promised to be on somebody's door-step at dawn on Friday, December 26th, with your sample case in hand, and no matter what happens, GET THAT SAMPLE CASE OPEN.

Don't ask permission to open your case, or to show samples. Just approach your prospective customer in the spirit that was in your heart in the closing hour of our Convention. KNOW what subject you're going to show and what you're going to say about it, then open your case and quickly whip out that certain picture and hang it on the wall.

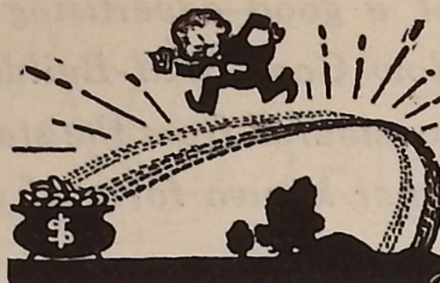
Suppose your choice is "EVERYBODY SING" or "SPIRIT OF LIBERTY." Put your heart into your presentation and make the buyer like it. Don't let him bluff you out of the sale. Don't weaken, and don't argue. Stick to your guns till the victory is won.

Remember—GOOD WILL IS STILL THE GREATEST FORCE ON EARTH and we are in a strategic position, ready to go forth and conquer.

Realize that this great organization more than a thousand strong is marching shoulder-to-shoulder with you; that back of you is an unbroken record of thirty-five years of successful service to business men and institutions of America. With this spirit as your guide, you will never—can never—know defeat.

**KEEP 'EM FLYING!**





## THERE'S GOLD IN OUR SPECIALIZED CALENDARS

Please refer to Mr. Barklow's very comprehensive book of "ARTISTS AND PICTURES AND THE GERLACH-BARKLOW LINE FOR 1943."

The more you know about the contents of that little black book, the more successful you're going to be in serving and selling. Not only will you find this little book tremendously helpful, but you'll also find it intensely interesting.

That little black book might well be termed the Text Book or Bible of Calendar selling, for it's chock full of valuable information.

But we started to tell you about Specialized Calendars in general and about Recipe Calendars in particular. Please turn to page 38 of the little black book and read what Mr. Barklow has to say about the survey made by Forest Hill Dairy to determine whether or not our Recipe calendars were the most effective form of good-will-building advertising for their money.

Now, please take your sample of the new "BETTER MEALS" calendar and go through it from cover to cover—and if your wife is a good cook, ask her opinion on it. Then, if her opinion is what we think it will be, write us and tell us about it and we'll be glad to send her a copy of the Recipe Calendar with our compliments.

Please read on pages 39 and 40 how we've used up half of the Alphabet finding designations for Specialized Calendars—for the most part to meet the popular demand. And don't miss the paragraph concerning the BRIDE'S COOK BOOK, and its possibilities. Also read about the new dress we've created for our S-263 ENGAGEMENT AND REMINDER CALENDAR.

As we said at the beginning of this article, there's gold in these specialized calendars, because they enable you to serve yourself by serving others.

And now—before the opening of the new selling season, try to spend a few hours with that little black book; keeping each sample before you while you're reading about it.

And don't overlook the fact that our new FARM RECORD CALENDAR is the best farm calendar ever published. A careful study of this calendar will tell you why.



## FIND HAPPINESS IN YOUR JOB

Friday morning, December 26th, the gong will ring for the opening round of one of the greatest championship bouts ever staged in any arena.

The professional prize fighter would not think of entering the ring without proper training and preparation. He abstains from everything that might detract from his ability to win a victory and does everything he knows of to insure his chances of success.

And likewise, your Uncle Sam, when selecting men to fight his battles, puts them to the acid test for fitness as soldiers, accepting only the strongest and best—rejecting all others.

We do not reject salesmen because they happen to have flat feet or because one arm is half an inch shorter than the other, and we don't expect that every salesman is going to be a trained athlete, but we do expect—and the relentless god of the eternal fitness of things demands—that a salesman shall keep himself fit—mentally and physically—if he expects to make a real success of the greatest profession in the world—**SALESMANSHIP**.

Selling the Gerlach-Barklow line is a job that, while it pays well for the man who has the stamina to go the route, yet demands much in both physical and mental fitness and effort. To meet this demand, the salesman must do everything in his power to keep in the pink of condition.

The new selling season begins Dec. 26th. From opening day until about the middle of March or the first of April, the Gerlach-Barklow salesman should figure the value of his working time at approximately \$5 an hour—in fact, many of our salesmen do even better than that for the first ten or twelve weeks, and in

order that none of these precious hours be lost it is very necessary for the salesman to observe the following common-sense rules:

Eat foods which you know agree with you and which build body and brain. Let **HEALTH** rather than **APPETITE** tell you what you should eat. Be sure to eat plenty of nourishing and strengthening foods that are easy to assimilate.

Dress in such a manner that you are prepared for whatever the weatherman may send. It's much better to wear galoshes and a great-coat and keep well and on the job than to wear patent leather shoes and a snappy top-coat and spend a part of your harvest time on the sick list.

Sleep as many hours each night as your system requires. Some people require more sleep than others. You are the best judge of how many hours sleep you need to keep at your best. Be sure to get that needed sleep and rest.

Find happiness in your work or you'll never find it. Cultivate and make friends of the business men of your territory. Study **THEIR** problems and how you can help them, rather than your own. Put fear and worry out of your mind and let happiness in. You can't do this unless you enjoy your work and you can't enjoy your work unless you're happy, any more than you can be happy unless you're well.

You are engaged in a championship battle with competition and the best man is going to win. That may as well be you—and it can be and will be if you'll keep these few simple points in mind, and play your part in the greatest game in the world—**SALESMANSHIP BASED ON SERVICE**.



## THE REVIEW IS YOURS

From week to week The REVIEW contains the news of the Sales Department that is of interest to every member of the sales force—sales, contests and contest results, selling experiences, special “drives,” withdrawals from and additions to the line, etc. In addition, it carries special articles on selling various parts of the line intended to help each and every salesman become a better salesman and in this way increase his volume and earnings.

It is a duty you owe yourself and your company to read The REVIEW thoroughly each week. Suppose the story is told of how John Salesman sold a good monthly service order to a garage and of the points he brought up in his selling talk. The thought immediately comes to you of a half-dozen garages in your territory, that very probably you could sell on the same basis. Suppose that out of the six you only sell one. Then hasn't that REVIEW for the week which told of the sale that led you to make your's paid both you and the company a profit? Hasn't the reading of it been worthwhile? Decidedly!

From another standpoint, The REVIEW should receive your careful attention each week. Thruout the year, necessarily, many changes occur in the line, such as withdrawals, additions of roll calendars in new sizes, etc. These changes are published in The REVIEW from time to time as they occur and unless it is read and the changes noted, confusion and possible loss of business is likely to occur.

Suppose that a certain number had been withdrawn and the withdrawal published in The REVIEW. Perhaps when you received that particular number you laid it aside with the thought “O, I'll go over it later.” Then in the next day or so you went out and sold the number that had been withdrawn, and later were informed by the house

that the order could not be accepted, and you could not obtain a substitution from the customer. It has meant the loss of your commission on the order, the loss of company's profit on it, and probably the loss of a customer. Thus, again, The REVIEW should be made to serve you.

Whenever possible, you should save your REVIEWS, placing them in a permanent binder and making notes as to where articles particularly with reference to selling various parts of the line to different lines of business, may be found. It often happens that later you will want to refer back to articles of this sort and if you know where to locate them, much time and effort can be saved.

The REVIEW is yours. Because of you it is what it is today and thru you it can be made to serve even better and more profitably. How, you ask? Simply by doing your part in making it so.

If you and your neighbor swap dollars, each of you still have a dollar, but if you exchange an idea, then you each have two ideas—and ideas, with us, mean dollars.

If you use a certain sales talk or set of arguments in making a sale, don't be “stingy” with it. Pass it on via The REVIEW to the other fellow. What if he has used the same idea in making the same sort of sale? Out of a selling organization the size of ours there are sure to be some salesmen to whom the idea is new and who will be able to use it effectively in its application to their own sales' efforts.

So just remember The REVIEW is what you make it, what you want it to be and, just to the extent that you do your part in helping to make it better and more helpful, will it be of greater value to you.

Here, if anywhere, our house ideal can be most concretely applied—“We Ourselves the Better Serve, by Serving Other Best.”



## AN OUTSTANDING SIGN OF GOOD BUSINESS

Time was, some years ago, when the calendar was looked upon wholly as a gift of good will and appreciation. It is still all that, but today it has assumed a much larger place in the economy of advertising and selling than ever before.

The Gerlach-Barklow Indoor Billboard is all that its name implies. It is a sign that frankly asks for business. The chief difference between this sign and any other kind of a sign is that the G-B Billboard is designed by one of the world's foremost artists, it has beauty, eye-compelling power and potential business getting value.

Perhaps one per cent of the advertisers of our day could profitably engage the services of such an artist and invest the amount necessary for the preliminary cost of engravings and the initial run of calendars.

Through the Gerlach-Barklow plan, the advertiser, whether large or small, can have the benefit of this service at a lower cost figured on the basis of favorable impressions than he could even if his business permitted him to create and circulate twenty or twenty-five thousands of calendars, and for all practical purposes, the exclusive guarantee which we give our customers protects him just as well.

The aim of every advertiser is, in the final analysis, to impress the largest possible number of potential buyers with his name and reputation—in other words to **MAKE PEOPLE THINK FIRST OF HIS ESTABLISHMENT** when they need what he sells. Gerlach-Barklow "billboard" calendars supply one of the most effective and economical answers to this phase of the publicity problem.

In your sample line will be found "Let's Be Friends" in R-2. This billboard is 29x42 $\frac{5}{8}$  inches in size. It carries a

striking reproduction of an original painting in full color—a picture that catches the eye, forces favorable attention to the advertiser's name and message. Because of its artistic merit and large, convenient calendar pad it will secure prominent, preferred position on the walls of stores, offices and other public buildings where in the course of a year it will register thousands of favorable impressions—will say thousands of times. "We appreciate your patronage. Let's Be Friends. We want your business."

The cost? It is high if only the price of a single calendar is considered; for example, fifty indoor signs like this cost approximately \$60. But consider these facts:

1. Each calendar occupies 10 square feet of wall space that probably couldn't be bought for advertising purposes at ANY PRICE. Fifty calendars will buy a total of 500 square feet of such space for a whole year at a total cost of about 10c per square foot. Compare this with the cost of an equal amount of advertising space of any other kind—even outdoor billboards in third-rate locations.

2. By using care in placing these calendars, each should be seen at least 25 times a day for at least 300 days a year, or 7,500 times a year. Let's be conservative and cut that estimate 50%; even then our 50 signs will be driving their story home to potential buyers **NEARLY 200,000 TIMES**, at a cost per "reader-impression" far less than for any other known publicity medium.

It is not hard to understand, therefore, why thousands of advertisers the country over use Gerlach-Barklow billboards as an important item in their institutional advertising programs, year after year.





Is what we want in

## NEWS FROM THE FRONT

during the early days of the new season and we are asking and expecting EVERY man of the selling organization to send us

## WIRE REPORTS

on every night of the dates specified in the following schedule:

### FIRST WEEK

Friday, December 26  
Saturday, December 27

### SECOND WEEK

Monday, December 29  
Tuesday, December 30  
Thursday, January 1  
Saturday, January 3

### THIRD WEEK

Monday, January 5  
Wednesday, January 7  
Saturday, January 10

### FOURTH WEEK

Wednesday, January 14  
Saturday, January 17

Wires should cover volume, number of orders, subjects sold, and any other comments that will add to their interest and helpfulness. The pad of dated wire blanks will make it easy for you to cooperate. All you have to do is fill them in and then file with the telegraph company as a collect night letter. The present night letter rate allows for 25 words at minimum cost. Use all 25 words—more if needed.





**UNITED FOR VICTORY!**

**THE GERLACH-BARKLOW CO.**

★ *Timely Advertising Campaigns* ★

**JOLIET, ILLINOIS**

1942	JANUARY						1942
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
-	-	-	-	1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	





## **IT PAYS TO ADVERTISE!**

*If we kept still and never blew  
About the things that we can do,  
Our friends and cash will quickly go  
To those who never cease to blow.  
The man who whispers down a well  
About the things he has to sell  
Won't reap the shining golden dollars  
Like one who stands on a box and hollers.*